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Amendments to the Claims

In the Claims

The following listing of claims replaces all prior versions of the claims in the application:

1 (currently amended). A system for developing customer relationships with readers/viewers of a media for relating a story having a title, a body, an end, and dramatically created points of interest interspersed throughout the body, wherein the system comprises:

- (a) the media being traditional and electronic story media;
- (b) a media storage device, the media being stored therein; and
- (c) a customer relationship management module (CRMM);

wherein the media has at least one contact aid encoded in the body of the story, proximate a point of interest; wherein, upon a user selection, the contact aid aids in establishing a channel of communication from which the reader/viewer can interact with the customer relationship management module (CRMM) regarding the point of interest, the CRMM capturing information about the reader/viewer and analyzing the captured information, serving up appropriate portions of supplemental data to the reader/viewer;

wherein, the contact aid being a contact mechanism is associated with an author or a character of the story.

2 (original). The system of claim 1, wherein the contact mechanism is selected from a group of contact mechanisms, including a character-specific postal address, telephone number, email, SMS, chat room address, IP address, web page address, activatable mailto hyperlink and hypertext link to a URL.

3 (original). The system of claim 1, wherein the CRMM comprises at least a customer profile capture module (CPCM) for capturing information about the reader/viewer;

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a processor which analyses the captured information, identifying supplemental data in a supplemental database on which the supplemental data is stored; and
a server which serves up the supplemental data to the reader/viewer.

4 (currently amended). A media for relating a story having a title, a body, an end, and dramatically created points of interest interspersed throughout the body, wherein the media is traditional and electronic story media and comprises at least one contact aid encoded in the body of the story, proximate a point of interest, wherein, upon a user selection, the contact aid aids in establishing a channel of communication from which the reader/viewer can interact with a customer relationship management module (CRMM) regarding the point of interest, the CRMM capturing information about the reader/viewer and analyzing the captured information, serving up appropriate portions of supplemental data to the reader/viewer; wherein, the contact aid being a contact mechanism is associated with an author or a character of the story.

5 (original). The media of claim 4, wherein the contact mechanism is selected from a group of contact mechanisms, including a character-specific postal address, telephone number, email, SMS, chat room address, IP address, web page address, activatable mailto hyperlink and hypertext link to a URL.

6 (currently amended). A method of determining points of insertion of E-interaction points in a story media for interacting with a customer relationship management module, the method comprised of the steps of:

- (a) screening the story media in front of at least one test subject instructed to identify points of interest in the media;
- (b) soliciting inputs of the at least one test subject in association with points of interest; and
- (c) analyzing inputs to identify points of interest suitable for E-interaction points for interacting with the customer relationship management module.

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7 (currently amended). A method of setting up a Customer Relations Management Module for selling products using E-interaction points in a story media, the method comprised of the steps of:

- (a) screening the story media in front of at least one test subject instructed to identify points of interest in the media, the media being traditional and electronic story media;
- (b) soliciting inputs of the at least one test subject in association with points of interest;
- (c) analyzing inputs to identify points of interest suitable for E-interaction points;
- (d) inserting E-interaction points within the media, proximate these points of interest;
- and
- (e)[[.]] configuring a Customer Relations Management module so as to interact with an anticipated reader/viewer in response to identified needs/interests so as to improve sales of the products.

8 (new) A system for developing customer relationships with readers of a story media for relating a story having a title, a body, an end, and dramatically created points of interest interspersed throughout the body, wherein the system comprises:

the story media being a traditional or an electronic story media selected from the group consisting of traditional media including books, journals, magazines, newspapers and stage-plays or electronic media including cinema, television and the Internet;

a media storage device suitable for storing the story media, the story media being stored therein, and the story media having at least one contact aid encoded in the body of the story proximate a point of interest, the contact aid being a contact mechanism associated in the body of the story with an author or a character of the story, whereupon a user selecting the contact aid provides for establishing a channel of communication via which the reader can interact with a customer relationship management module regarding the point of interest; and

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the customer relationship management module disposed to capture information about the reader and analyzing the captured information, serving up appropriate portions of supplemental data to the reader.

9 (new). The system for developing customer relationships with readers of a story media of claim 8, wherein the points of interest are E-interaction points inserted in the story media, the points of interest being determined by:

screening the story media in front of at least one test subject instructed to identify points of interest in the story media;

soliciting inputs of the at least one test subject in association with points of interest; and

analyzing the inputs to identify points of interest suitable for E-interaction points.

10 (new). The system for developing customer relationships with readers of a story media of claim 9, wherein the Customer Relations Management Module uses the E-interaction points in the story media to offer for sale appropriate products by:

inserting the E-interaction points within the story media proximate the points of interest; and

configuring the Customer Relations Management module so as to interact with an anticipated reader/viewer in response to an identified need/interest and to offer for sale the appropriate products.